

Message Text

UNCLASSIFIED

PAGE 01 MELBOU 00150 290832Z

15

ACTION COME-00

INFO OCT-01 EA-09 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /047 W

----- 081677

R 290558Z JAN 76

FM AMCONSUL MELBOURNE

TO SECSTATE WASHDC 3195

INFO AMEMBASSY CANBERRA

AMEMBASSY WELLINGTON

AMCONSUL SYDNEY

AMCONSUL BRISBANE

AMCONSUL PERTH

UNCLAS MELBOURNE 0150

E O 11652 N A

TAGS BEXP, AS

SUBJ: PROPOSED NORTH TEXAS COMMISSION IOGA TRADE MISSION TO
AUSTRALIA AND NEW ZEALAND

REF STATE 13065

1. THIS MESSAGE, FROM MANAGER CCP BIOMEDICAL EQUIPMENT CAMPAIGN,
HAS BEEN COORDINATED WITH ALL AUSTRALIAN POSTS.

2. CAMPAIGN MANAGER WELCOMES PROPOSED NORTH TEXAS COMMISSION
IOGA TRADE MISSION, WHICH WILL BE VALUABLE ADDITION TO BIOMEDICAL
CCP CAMPAIGN IN AUSTRALIA. MISSION SHOULD BE PROGRAMMED FOR
MELBOURNE AND SYDNEY, WHERE VIRTUALLY ALL MAJOR AUSTRALIAN
BIOMEDICAL WHOLESALERS AND RETAILERS ARE HEADQUARTERED. HOWEVER,
DATES SUGGESTED (APRIL 26-MAY 7 AND MAY 10-21) COULD CONFLICT
WITH TWO OTHER TRADE MISSIONS - NATIONAL MACHINE TOOL BUILDERS
ASSOCIATION (NMTBA) AND PRINTING AND GRAPHIC ARTS - SCHEDULED
FOR SAME TIME PERIOD. (NMTBA IN SYDNEY FROM APRIL 29-MAY 4;
AND MELBOURNE MAY 5-7; PRINTING AND GRAPHIC ARTS IN SYDNEY
FROM MAY 14-18 AND MELBOURNE FROM MAY 19-21. IN VIEW OF
POSSIBLE OVERLAP, WHICH WOULD IMPOSE UNMANAGEABLE WORKLOAD
ON POSTS INVOLVED, RECOMMEND DEFERRAL OF PROPOSED NORTH TEXAS
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MELBOU 00150 290832Z

IOGA TO JUNE OR JULY. IF THIS NOT POSSIBLE, SUGGEST THAT TRADE

MISSION BE SCHEDULED TO AVOID DIRECT OVERLAP
WITH TWO OTHER TRADE MISSIONS; 10-13 MAY PERIOD INCLUSIVE WOULD
BE ACCEPTABLE TO MELBOURNE AND SYDNEY (2 DAYS IN EACH CITY).

3. ALL AUSTRALIAN POSTS HAVE SUBMITTED DETAILED COMMENTS
TO CAMPAIGN MANAGER ON MARKETING OPPORTUNITIES IN THEIR
CONSULAR DISTRICTS FOR INDIVIDUAL FIRMS' PRODUCTS OR SERVICES.
WITH EXCEPTION MODULAR AMBULANCES/AMBULANCES AND PERHAPS MATTRESSES,
ALL PRODUCTS/SERVICES HAVE AT LEAST LIMITED, IF NOT GOOD PROSPECTS ON
AUSTRALIAN MARKET, ALTHOUGH MARKET IS PARTICULARLY COMPETITIVE
IN FILTER EQUIPMENT, VITAMINS AND CHEMICAL CORROSION FIELDS.
FOLLOWING IS PRELIMINARY ASSESSMENT OF EACH CATEGORY, NECESSARILY
INCOMPLETE WITHOUT DETAILED INFORMATION ON EACH PRODUCT/SERVICE
TO BE OFFERED (REQUEST DESCRIPTIVE BROCHURES AND PRODUCT
LITERATURE ASAP):

-PORTABLE DIALYSTATE DELIVERY AND MONITORING - GOOD MARKET EXISTS.
THERE IS BOTH LOCAL PRODUCTION (MAINLZ ASSEMBLY, USING
IMPORTED PARTS) AND FULLY IMPORTED EQUIPMENT ON MARKET.

-MEDICAL AND HOSPITAL SUPPLIES - DEPENDING ON PARTICULAR
PRODUCT, A VERY COMPETITIVE MARKET, WITH LOCAL FIRMS AND
FOREIGN SUBSIDIARIES WELL ESTABLISHED. CONSUMABLE PRODUCTS,
ESPECIALLY LOW-PRICED THROWAWAYS, HAVE LITTLE CHANCE TO
PENETRATE.

-DIAGNOSTIC INSTRUMENTS USED IN OPEN HEART SURGERY - LIMITED
MARKET, BUT INTEREST AMONG POTENTIAL IMPORTERS IS HIGH.

-CHEMICAL CORROSION - MARKET WELL SERVICED BY LOCAL PRODUCERS,
AND RELATIVELY LITTLE POTENTIAL IS SEEN FOR IMPORTS.

-BLOOD CHEMISTRY - GOOD MARKET EXISTS, ESPECIALLY FOR SOPHISTICATED
MACHINERY. TECHNICON IS MAIN COMPETITOR. LOCAL FIRMS INTER-
VIEWED EXPRESSED INTEREST IN FIELD GENERALLY.

-HOSPITAL MATTRESSES - DIRECT IMPORT WOULD SEEM TO BE DOUBTFUL
PROPOSITION. DEPENDING ON U.S. PRODUCT TYPE, THERE MAY BE A
POSSIBILITY FOR LICENSING OR TECHNICAL EXCHANGE AGREEMENT.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MELBOU 00150 290832Z

-CARDIOVASCULAR PULMONARY RESUSCITATORS AND OTHER RESUSCITATORS-
GOOD MARKET IN AUSTRALIA, LITTLE LOCAL PRODUCTION, SEVERAL
FIRMS ALREADY IMPORTING.

-AMBULANCES - NO MARKET AT PRESENT, LOCAL BUILDER (SUPERIOR)
DOMINATES MARKET.

-TEST FOR SERUM THYROXINE AND EQUIPMENT - MARKET EXISTS AND IS

GROWING. THERE IS COMPETITION, BUT CONSIDERABLE INTEREST
EXPRESSED BY POTENTIAL AGENTS.

-ISOTRONS - IF ISOTRON IS IMMUNO-ASSAY, THERE IS A
COMPETITIVE BUT GROWING MARKET. POTENTIAL CONSIDERABLY
BETTER IF SUBJECT IS A TYPE OF EQUIPMENT.

- FILTER EQUIPMENT - UNLESS HIGHLY SPECIALISED EQUIPMENT,
MARKET IS LIKELY TO BE VERY COMPETITIVE.

- VITAMINS - MARKET NEARLY SATURATED AT PRESENT, WITH LIMITED
PROSPECT FOR PENETRATION BY U.S. FIRMS.
BRAND

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 29 JAN 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976MELBOU00150
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760033-1217
From: MELBOURNE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760110/aaaaaibr.tel
Line Count: 127
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 13065
Review Action: RELEASED, APPROVED
Review Authority: hattaycs
Review Comment: n/a
Review Content Flags:
Review Date: 01 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 JUL 2004 by schwenja>; APPROVED <27 JUL 2004 by hattaycs>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED NORTH TEXAS COMMISSION IOGA TRADE MISSION TO AUSTRALIA AND NEW ZEALAND
TAGS: BEXP, AS
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006